

Message Text

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PAGE 01 DAMASC 08623 171553Z
ACTION NEA-10

INFO OCT-01 ISO-00 EB-07 PASS-00 /018 W
----- 045554 /70

R 171420Z DEC 76
FM AMEMBASSY DAMASCUS
TO SECSTATE WASHDC 977
INFO USDOC WASHDC

UNCLAS DAMASCUS 8623

E.O. 11652: N/A
TAGS: BEXP, SY
SUBJECT: FGT: TURNKEY BAKERIES

REF: DAMASCUS 6194 AND 7705

TO: MR. VINCENT MONTARULI, VICE PRESIDENT
UNIVERSAL OVEN CO., INC.
600 SHAMES DRIVE
WESTBURY, L.I., NEW YORK
TEL: ED3-4422
CABLE: MIDVAL NEW YORK WU

REFERENCE: YOUR CORRESPONDENCE WITH IBRAHIM NAJIB.
DAMASCUS BUSINESSMAN IBRAHIM NAJIB ASKED EMBASSY
ASSISTANCE IN CONTACTING YOU RE: SYRIAN GOVERNMENT
TENDER FOR EQUIPMENT FOR 21 BAKERIES. NAJIB
AFRAID YOU DID NOT RECEIVE HIS LETTER OF NOVEMBER 8
(IN RESPONSE TO YOURS OF OCTOBER 18) IN WHICH HE
ENCLOSED SPECIFICATIONS FOR THE BAKERY EQUIPMENT.

ON DECEMBER 15 I MET IN NAJIB'S OFFICE MR. ASAF
ISSA, DIRECTOR GENERAL OF THE GENERAL COMPANY FOR
AUTOMATIC BAKERIES, A SYRIAN GOVERNMENT AGENCY RESPONSIBLE
FOR BAKERIES; HE IS ALSO CHIEF OF THE TECHNICAL
COMMITTEE WHICH WILL CHOOSE THE WINNING BID. ISSA
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PAGE 02 DAMASC 08623 171553Z

SAID THE TENDER IS FOR EQUIPMENT FOR 21 BAKERIES
(ESTIMATED VALUE: 25 MILLION DOLLARS); WINNDR OF TENDER
WILL HAVE THE EDGE IN PROBABLE FOLLOW-ON ORDER FOR
60 MORE BAKERIES BY 1980. CIVIL WORKS FOR BAKERIES
COMPLETED; ONLY EQUIPMENT WANTING. ALL BAKERIES REQUIRE
IDENTICAL EQUIPMENT PRODUCING 5 METRIC TONS OF ARAB

BREAD PER SPECIFICATIONS ON EIGHT-HOUR SHIFT. PAYMENT OF 365-DAY LETTER OF CREDIT. ISSA AND NAJIB URGE YOU TO SEND REPRESENTATIVE TO SYRIA TO PRESENT BID AND DISCUSS PROJECT. EMBASSY HOPES THAT SUCH PERSONAL REPRESENTATION IS NORMALLY AN IMPORTANT FACTOR IN SUCCESSFUL DEALINGS BETWEEN FOREIGN FIRMS AND SYRIAN GOVERNMENT.

NAJIB NOT KNOWN TO THIS EMBASSY UNTIL HE INFORMED US OF BAKERY TENDER SOME TIME BEFORE IT WAS PUBLISHED. JK GAVE HIM YOUR NAME AND OTHERS AS POSSIBLE CONTACTS IN U.S. WE HAVE SUBSEQUENTLY LEARNED THAT HE HAS BEEN IN BUSINESS IN DAMASCUS OVER 10 YEARS AND ENJOYS GOOD REPUTATION. HE HAS REPRESENTED OTHER US FIRMS, INCLUDING SOILTEST INC. AND BARBER GREENE, IN SALES TO SYRIAN GOVERNMENT. HE AND ISSA APPEAR TO BE VERY CLOSE FRIENDS. EMBASSY INTEREST IS IN SEEING US FIRM WIN THIS IMPORTANT CONTRACT AND SOLIDLY ESTABLISHING ITSELF IN SYRIAN MARKET.

/S/ MICHAEL DAVIS, COMMERCIAL OFFICER
AMERICAN EMBASSY
DAMASCUS, SYRIA
MURPHY

NOTE BY OC/T: PASSED ABOVE ADDRESSEE.

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